



The Effect of Social Media Marketing Towards Customer-Brand Engagement : The Phenomenon in Luxury Fashion Bags Brand's in Jakarta

Karimah¹, Diana Sari²

^{1,2} Universitas Padjadjaran, Indonesia

Karimah20001@gmail.unpad.ac.id

Alamat: Jl. Raya Bandung – Sumedang KM. 21 (Kampus Unpad Jatinangor)

Korespondensi penulis: karimah20001@gmail.unpad.ac.id

Abstract. *This study examines the effect of social media marketing on customer-brand engagement in the luxury fashion bags sector in Jakarta. By leveraging the growing importance of social media as a marketing tool, this research aims to understand how various dimensions of social media marketing—entertainment, customization, interaction, electronic word-of-mouth (eWOM), and trendiness—influence customer-brand engagement and self-brand connection. Using a quantitative approach, data was collected through surveys distributed to consumers of luxury fashion bags in Jakarta. The analysis reveals a positive correlation between social media marketing efforts and customer-brand engagement, with self-brand connection acting as a significant mediating factor. The findings highlight the necessity for luxury brands to strategically utilize social media to enhance consumer relationships and engagement, providing practical insights for marketers in optimizing their social media strategies.*

Keywords: *social media marketing, customer-brand engagement, luxury fashion, self-brand connection, Jakarta.*

Abstrak. Studi ini meneliti pengaruh pemasaran media sosial terhadap keterlibatan pelanggan dengan merek di sektor tas fashion mewah di Jakarta. Dengan memanfaatkan pentingnya media sosial yang semakin meningkat sebagai alat pemasaran, penelitian ini bertujuan untuk memahami bagaimana berbagai dimensi pemasaran media sosial—hiburan, kustomisasi, interaksi, electronic word-of-mouth (eWOM), dan tren—mempengaruhi keterlibatan pelanggan dengan merek dan koneksi diri dengan merek. Menggunakan pendekatan kuantitatif, data dikumpulkan melalui survei yang didistribusikan kepada konsumen tas fashion mewah di Jakarta. Analisis menunjukkan adanya korelasi positif antara upaya pemasaran media sosial dan keterlibatan pelanggan dengan merek, dengan koneksi diri dengan merek berperan sebagai faktor mediasi yang signifikan. Temuan ini menyoroti pentingnya bagi merek-merek mewah untuk secara strategis memanfaatkan media sosial guna meningkatkan hubungan dan keterlibatan konsumen, serta memberikan wawasan praktis bagi para pemasar dalam mengoptimalkan strategi media sosial mereka.

Kata kunci: pemasaran media sosial, keterlibatan pelanggan dengan merek, fashion mewah, koneksi diri dengan merek, Jakarta.

1. RESEARCH BACKGROUND

The rapid growth of social media platforms has transformed marketing strategies, particularly in industries targeting highly discerning and status-conscious consumers, such as luxury fashion. Globally, brands have adapted their marketing strategies to capitalize on the reach and interactivity that social media offers. In Indonesia, this trend is evident as luxury brands increasingly engage their customers through platforms such as Instagram, Facebook, and TikTok. Jakarta, being a hub of fashion-conscious consumers, presents a unique landscape

where social media marketing's role in shaping customer-brand relationships is especially prominent.

Research on social media marketing (SMM) has identified several key dimensions, including entertainment, customization, interaction, electronic word-of-mouth (eWOM), and trendiness, which play critical roles in influencing customer engagement. Numerous studies have examined these factors and their impact on various industries, with a growing focus on luxury brands due to their distinctive positioning and consumer base. In the context of luxury fashion, where exclusivity and brand heritage are paramount, the challenge lies in maintaining this allure while engaging customers on social media platforms that thrive on inclusivity and widespread accessibility.

While previous studies have established the importance of social media marketing in fostering customer-brand engagement, there remains a gap in understanding how these factors operate within the specific market dynamics of Jakarta. Particularly, it is unclear how consumers of luxury fashion in Jakarta perceive and respond to social media marketing efforts. Moreover, existing literature has emphasized self-brand connection as a mediator in this relationship, but few studies have explored this connection in the luxury fashion segment in Indonesia.

This research aims to fill this gap by exploring how social media marketing influences customer-brand engagement in Jakarta's luxury fashion sector, with a specific focus on self-brand connection as a mediating variable. By addressing this gap, the study provides valuable insights into the role of social media in enhancing consumer engagement and brand loyalty in a high-status market, offering practical guidance for luxury fashion brands in Jakarta to optimize their social media strategies.

The objectives of this study are to examine the relationship between social media marketing and customer-brand engagement, investigate the mediating role of self-brand connection, and provide actionable recommendations for luxury fashion brands to enhance their customer relationships through social media marketing.

2. LITERATURE REVIEW

The rapid development of social media has significantly transformed the way companies interact with consumers, particularly in industries that rely heavily on exclusivity and brand image, such as luxury fashion. Social Media Marketing (SMM) has become a key strategy adopted by companies to engage consumers on various platforms. SMM encompasses five main dimensions: entertainment, customization, interaction, electronic word-of-mouth

(eWOM), and trendiness. Each of these dimensions plays a crucial role in enhancing customer-brand engagement and fostering deeper connections between consumers and brands.

Social Media Marketing (SMM) refers to the use of digital platforms to promote products and directly engage with consumers. (Cheung, Pires, Rosenberger, et al., 2020) suggest that SMM enhances the consumer experience through entertaining and interactive content, encouraging greater consumer participation. Entertainment in this context refers to the ability of content to captivate and amuse consumers, ultimately increasing their engagement with the brand (Gallaugher & Ransbotham, 2010)(Gallaugher & Ransbotham, 2010). Moreover, the customization of information delivered via social media allows companies to tailor marketing messages to individual preferences, which can strengthen consumer loyalty and satisfaction (Chan & Guillet, 2011).

Customer-Brand Engagement (CBE) is defined as a psychological process where customers engage with a brand not just transactionally but also emotionally and cognitively (Hollebeek et al., 2014). According to (Nyadzayo et al., 2020), this engagement is enhanced when consumers feel a strong emotional connection with the brand, often triggered by continuous interactions through social media. Research further shows that social media interactions enable consumers to form positive perceptions of the brand, encouraging long-term engagement (Manthiou et al., 2013).

Electronic Word-of-Mouth (eWOM) is another critical dimension of SMM, referring to brand-related communication initiated by consumers on social media platforms (Hennig-Thurau et al., 2004).(Kudeshia & Kumar, 2017) explain that eWOM allows consumers to share opinions, experiences, and information about a brand with their peers, significantly influencing brand perception and engagement. The spread of eWOM through platforms like Instagram or Facebook amplifies a brand's reach and credibility, particularly in the luxury sector, where recommendations often come from trusted influencers or peers.

Self-Brand Connection (SBC), as described by (Escalas & Bettman, 2003), is the extent to which consumers integrate a brand into their self-concept. This connection is strengthened when brands successfully reflect the values and identities of their consumers. (Ibrahim & Aljarah, 2023) argue that in the luxury market, self-brand connection plays a mediating role between social media marketing and customer engagement, as consumers align themselves with luxury brands that reflect their aspirations or social status. Research in this area highlights that the emotional ties developed through personalized interactions and targeted marketing

content enhance this connection, ultimately leading to increased brand loyalty and engagement (Nyadzayo *et al.*, 2020).

Several previous studies provide a foundation for understanding the relationship between SMM, customer-brand engagement, and self-brand connection. For instance, (Cheung, Pires, & Rosenberger, 2020) found that social media marketing activities like entertainment, eWOM, and customization significantly influence brand engagement by building trust and shaping consumer perceptions. Another study by (Kumar *et al.*, 2022) emphasizes the importance of user-generated content and interaction in enhancing consumer engagement with luxury brands on social media.

This research builds on these findings by investigating how social media marketing influences customer-brand engagement in the luxury fashion industry, particularly in Jakarta. By focusing on the mediating role of self-brand connection, this study aims to contribute to a deeper understanding of the dynamics between social media strategies and consumer behavior in the luxury market.

3. RESEARCH METHODOLOGY

Research Methodology

This study employs a quantitative research design aimed at examining the effect of social media marketing on customer-brand engagement, with a focus on self-brand connection as a mediating variable in the luxury fashion industry in Jakarta. The research framework is based on the existing theoretical models of social media marketing, customer engagement, and self-brand connection. A structured survey is used to gather data from respondents, and statistical tools are applied to analyze the relationships between the variables.

Research Design

The research utilizes a causal-explanatory design to understand the relationship between the independent variable, social media marketing (SMM), and the dependent variable, customer-brand engagement, with self-brand connection as a mediating variable. This design is chosen to explore how different dimensions of SMM (entertainment, customization, interaction, eWOM, trendiness) influence customer-brand engagement and to test the mediating effect of self-brand connection.

Population and Sample

The population of this study consists of individuals in Jakarta who engage with luxury fashion brands through social media platforms. Given the vastness of the population, a purposive sampling method is employed to ensure that the sample includes individuals who

meet specific criteria: active users of social media who are familiar with luxury fashion brands. The minimum sample size is determined using the rule of thumb, with at least five times the number of indicators used in the study. With 23 indicators, the sample size required is at least 115 respondents, although 150 responses are targeted to ensure data robustness.

Data Collection Techniques and Instruments

Primary data is collected through an online structured questionnaire distributed via social media platforms. The questionnaire is adapted from previous research, with questions designed to measure the five dimensions of SMM (entertainment, customization, interaction, eWOM, and trendiness), self-brand connection, and customer-brand engagement. Responses are measured on a 5-point Likert scale, ranging from "strongly disagree" to "strongly agree."

Data Analysis Tools

Data analysis is conducted using Structural Equation Modeling (SEM) with the help of SmartPLS software. SEM is chosen to examine the relationships between the latent variables (SMM, customer-brand engagement, and self-brand connection). The analysis includes testing the measurement model (to assess reliability and validity) and the structural model (to test hypotheses).

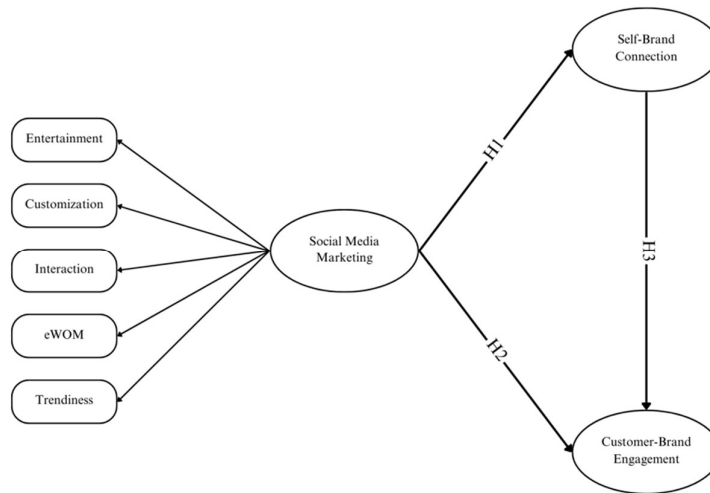
Measurement Model

The measurement model is tested to evaluate the reliability and validity of the constructs. Convergent validity is assessed using factor loadings and Average Variance Extracted (AVE), with acceptable thresholds being factor loadings ≥ 0.7 and AVE ≥ 0.5 . Composite reliability is used to measure internal consistency, with values ≥ 0.7 considered acceptable. Discriminant validity is evaluated using the Fornell-Larcker criterion.

Structural Model

The structural model is tested to examine the relationships between the variables. Path coefficients, t-values, and p-values are used to test the significance of the relationships, with t-values > 1.96 and p-values < 0.05 indicating statistically significant relationships. The R-square (R^2) value is used to assess the explanatory power of the model, with higher R^2 values indicating stronger predictive power.

Research Model



The research model explores the effect of social media marketing (SMM) on customer-brand engagement, with self-brand connection acting as a mediator. The symbols for the model are explained as follows:

- SMM refers to the independent variable comprising five dimensions: entertainment (E), customization (C), interaction (I), eWOM (W), and trendiness (T).
- SBC refers to self-brand connection, the mediating variable.
- CBE refers to customer-brand engagement, the dependent variable.

The hypotheses are tested using path analysis, which helps to determine the direct and indirect effects between SMM, SBC, and CBE.

4. RESULT AND DISCUSSION

General Description

This study collected data through an online questionnaire distributed to consumers of luxury fashion bags in Jakarta, particularly those familiar with the brands' social media platforms. The data was gathered between [enter specific time] and covered various demographic categories. A total of 174 valid responses were analyzed.

Respondent Characteristics

The respondents' characteristics were divided into four main categories: age, gender, occupation, and brand familiarity.

1. Age

The majority of respondents were aged 20-29, indicating that luxury bag brands in Jakarta are more recognized by younger consumers. A smaller portion of respondents were below 20 and over 39, each representing only a small percentage.

2. Gender

Female respondents made up a significant portion of the sample, confirming that women are the dominant demographic familiar with luxury handbag brands. This reflects the broader association between handbags and women's fashion.

3. Occupation

Most respondents were either private employees or students, showing the appeal of luxury bags across both professional and academic environments. Business owners and civil servants also represented significant parts of the consumer base, indicating socio-economic diversity in Jakarta's luxury market.

4. Luxury Brand Awareness

Respondents showed high recognition of brands like Michael Kors, Gucci, and Kate Spade. More prestigious brands such as Louis Vuitton and Loro Piana were less recognized among Jakarta consumers, indicating a preference for accessible luxury.

Respondent Results

The analysis of the survey results was based on various dimensions of social media marketing, including entertainment, customization, interaction, eWOM, and trendiness, and their effects on customer-brand engagement and self-brand connection.

1. Social Media Marketing

a) Entertainment

Respondents generally agreed that the content presented by luxury brands on social media was engaging. They found the content interesting and exciting, which emphasizes the importance of visually captivating and compelling messages in sustaining consumer interest.

b) Customization

Luxury brands that offered personalized experiences, catering to individual preferences, saw higher engagement. Younger consumers particularly valued brands that delivered customized content and services, indicating a demand for tailor-made experiences.

2. Customer-Brand Engagement

a) Participation

The level of customer participation was high across the board, with respondents actively engaging in brand-related activities, such as commenting, sharing content, and participating in events. The findings align with past studies indicating that participation fosters deeper connections between consumers and brands, encouraging repeated interactions.

b) Promotion

Respondents were also found to promote luxury brands through word-of-mouth and social media sharing, indicating a positive relationship between social media marketing efforts and brand advocacy. As shown in Table 4.11, many respondents expressed a willingness to recommend the brand to others.

3. Self-Brand Connection

The analysis also revealed a strong correlation between social media marketing and self-brand connection. Consumers who interacted more frequently with luxury brands on social media platforms tended to incorporate these brands into their self-concepts, enhancing their emotional and psychological connection with the brand.

Testing the Measurement Model (Outer Model)

The outer model was tested for convergent and discriminant validity. The loading factor for all indicators was above 0.7, and the average variance extracted (AVE) was greater than 0.5, indicating good convergent validity. This suggests that the indicators reliably measure the underlying constructs of social media marketing and customer engagement.

Structural Model Testing (Inner Model)

The inner model was evaluated using R-square values and path coefficients. The R-square value for customer-brand engagement was above 0.75, indicating a substantial influence of social media marketing on customer engagement. The hypothesis testing revealed significant t-values, further confirming the relationships between the constructs.

Implications

The findings have several theoretical and practical implications:

1. Practical Implications

Luxury brands in Jakarta can enhance customer engagement by focusing on creating entertaining and customized social media experiences. Brands should also leverage user-generated content and eWOM to foster stronger connections with their audience, ultimately driving both brand loyalty and promotion.

In conclusion, social media marketing plays a significant role in fostering customer-brand engagement in the luxury fashion sector in Jakarta. By leveraging entertainment, customization, and interaction, brands can effectively engage their audience and build lasting connections.

5. CONCLUSION AND SUGGESTION

The conclusion of this study demonstrates that social media marketing significantly impacts customer engagement with luxury brands in Jakarta. Dimensions such as entertainment, customization, interaction, eWOM, and trendiness play a crucial role in enhancing customer engagement, particularly in fostering active participation and brand promotion by consumers. Additionally, the emotional connection between consumers and brands, reflected through self-brand connection, is shown to further strengthen this engagement. This suggests that effective social media marketing not only drives interaction but also builds deep psychological ties between consumers and luxury brands.

This study also offers practical implications for luxury brands in Jakarta to optimize their social media marketing strategies, particularly by focusing on creating engaging content and personalization that aligns with individual preferences. Brands are encouraged to leverage user-generated content and eWOM to strengthen consumer relationships and promote brand loyalty and advocacy.

Regarding limitations, this research employed a quantitative approach with a sample limited to luxury bag consumers in Jakarta. Therefore, caution is advised when generalizing these findings to a broader population. Future research is recommended to expand the geographic scope and product categories, as well as to incorporate qualitative methods to gain deeper insights into consumer motivations and perceptions of social media marketing in the luxury sector.

6. REFERENCES

- Chan, N. L., & Guillet, B. D. (2011). Investigation of social media marketing: How does the hotel industry in hong kong perform in marketing on social media websites? *Journal of Travel and Tourism Marketing*, 28(4), 345–368. <https://doi.org/10.1080/10548408.2011.571571>
- Cheung, M. L., Pires, G., & Rosenberger, P. J. (2020). The influence of perceived social media marketing elements on consumer–brand engagement and brand knowledge. *Asia Pacific Journal of Marketing and Logistics*, 32(3), 695–720. <https://doi.org/10.1108/APJML-04-2019-0262>
- Cheung, M. L., Pires, G., Rosenberger, P. J., & De Oliveira, M. J. (2020). Driving consumer–brand engagement and co-creation by brand interactivity. *Marketing Intelligence and Planning*, 38(4), 523–541. <https://doi.org/10.1108/MIP-12-2018-0587>
- Escalas, J. E., & Bettman, J. R. (2003). You Are What They Eat: The Influence of Reference Groups on Consumers' Connections to Brands. *Journal of Consumer Psychology*, 13(3), 339–348. https://doi.org/10.1207/S15327663JCP1303_14
- Gallaughier, J., & Ransbotham, S. (2010). Social media and customer dialog management at Starbucks. *MIS Quarterly Executive*, 9(4), 197–212.
- Hennig-Thurau, T., Gwinner, K. P., Walsh, G., & Gremler, D. D. (2004). Electronic word-of-mouth via consumer-opinion platforms: What motivates consumers to articulate themselves on the Internet? *Journal of Interactive Marketing*, 18(1), 38–52. <https://doi.org/10.1002/dir.10073>
- Hollebeck, L. D., Glynn, M. S., & Brodie, R. J. (2014). Consumer brand engagement in social media: Conceptualization, scale development and validation. *Journal of Interactive Marketing*, 28(2), 149–165. <https://doi.org/10.1016/j.intmar.2013.12.002>
- Ibrahim, B., & Aljarah, A. (2023). The role of social media marketing activities in driving self–brand connection and user engagement behavior on Instagram: a moderation–mediation approach. *European Journal of Innovation Management*. <https://doi.org/10.1108/EJIM-08-2022-0452>
- Kudeshia, C., & Kumar, A. (2017). Social eWOM: does it affect the brand attitude and purchase intention of brands? *Management Research Review*, 40(3), 310–330. <https://doi.org/10.1108/MRR-07-2015-0161>
- Kumar, V., Khan, I., Fatma, M., & Singh, A. (2022). Engaging luxury brand consumers on social media. *Journal of Consumer Marketing*, 39(1), 121–132. <https://doi.org/10.1108/JCM-10-2020-4175>
- Manthiou, A., Chiang, L., & Tang, L. (2013). Identifying and responding to customer needs on facebook fan pages. *International Journal of Technology and Human Interaction*, 9(3), 36–52. <https://doi.org/10.4018/jthi.2013070103>
- Nyadzayo, M. W., Johnson, L. W., & Rossi, M. (2020). Drivers and outcomes of brand engagement in self-concept for luxury fashion brands. *Journal of Fashion Marketing and Management*, 24(4), 589–609. <https://doi.org/10.1108/JFMM-05-2018-0070>